



UNITED STATES MARINE CORPS
I MARINE EXPEDITIONARY FORCE, FMF
CAMP PENDLETON, CALIFORNIA 92055-5321

IN REPLY REFER TO:
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PA
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From: Public Affairs Officer, I Marine Expeditionary Force
To: Potential Media Embeds

Subj: MEDIA EMBED INFORMATIONAL PACKAGE

Encl: (a) Kuwait Visa Guidance
(b) Ground Rules
(c) Informed Consent Statement
(d) Agreement to Reimburse the U.S. Government
(e) Recommended Gear
(f) Recommended Vaccinations
(g) I MEF Fact Sheet, General Officer Biographies

1. On behalf of Lt. Gen. James T. Conway, the commanding general of the I Marine Expeditionary Force, I want to welcome each of you to the unique experience of embedding with U.S. Marines and sailors.

The Marine Corps appreciates your willingness to embed with U.S. Marines and sailors and communicate to the American public and the world your experiences and observations from this unique vantage point -- looking over the shoulders of young Americans as they courageously conduct operations in Iraq.

Unlike the combat operations that typified Operation Iraqi Freedom, this deployment is instead focused on conducting Security and Stabilization Operations. We are returning to Iraq to help the Iraqis root out insurgents and terrorists that threaten their newfound freedom. Our primary mission is to help the people of Iraq establish themselves as an independent, self-governing nation.

Public affairs officers for I MEF and the major subordinate commands (MSCs) will be deploying with these forces to help facilitate media access to a wide swath of units within our area of responsibility. SASO operations should allow PAOs the flexibility to move embeds from unit to unit within the theater. The I MEF PAO, in coordination with MSC PAOs, will work to resolve all media concerns or issues in a fair and equitable manner.

Embedding with a military unit does not come without certain adjustments. As you will find in this pamphlet of information, there are certain rules we must ask you to agree to follow. Please understand that agreement to these rules is necessary to protect forces operating in Iraq. Failure to comply with these rules will result in termination of a news media representative's embedded status.

In addition to ground rules, we ask that you observe the safety precautions taken by our Marines and sailors while operating in Iraq. This includes, but is not limited to, coming prepared with appropriate gear such as a Kevlar helmet and flak vest.

The I MEF PA office will also serve as the release authority for official command information. As always, it is our goal to release timely and accurate information to the media with minimum delay.

The procedures outlined in this pamphlet are designed to facilitate your reporting on I MEF, its MSCs and its supporting attachments.

2. For more information, or if you are interested in embedding but have not coordinated with the I MEF PA shop yet, please contact 1stLt Sarah Kansteiner at (760) 763-4674 or email her at kansteinersk@i-mef.usmc.mil. In order to process an embed request, the following information is required: full name, passport number, passport date of issue, passport date of expiration, passport place of issue, date of birth and place of birth (city/state).

T. V. Johnson

Enclosure A

KUWAIT VISA GUIDANCE

1. Kuwait requires all U.S. citizens to acquire a non-immigrant Visa (endorsement or stamp placed by officials of a foreign country on a U.S. passport that allows the bearer to visit that foreign country.) This regulation applies to news media representatives embedded with military units. I MEF Public Affairs will assist news media representatives with this process, but it is ultimately the responsibility of news media representatives to obtain their own Visas.

2. For Visa application information, please contact [the Embassy of the State of Kuwait](#), 2940 Tilden St., NW, Washington, DC 20008 (202/966-0702) or Consulate, 321 East 44th St., New York, NY 10017 (212/973-4318). Internet: www.kuwait-info.org. Or visit the Department of State web site, <http://usembassy.state.gov/kuwait/wwwhvisaservicesginfo.html>.

GROUND RULES

Ground Rules Agreement The following is a listing of ground rules that have been developed to protect members of the Armed Services from the release of information that could potentially threaten their security or safety during military operations. These ground rules recognize the inherent constitutional right of the media to cover combat operations and are in no way intended to prevent release of derogatory, embarrassing, negative or non-complimentary information. During an operation, specific information on friendly force troop movements, tactical deployments, and dispositions that would jeopardize operational security or lives is prohibited. This would include unit designations, names of operations, location, direction of movement, and size of friendly forces involved, until released by USCENTCOM. Acceptance of these ground rules is an agreement between news media personnel and the granting commands. News media personnel agree to follow the ground rules and the command will provide support, access to Marines, information and other privileges. Violation of ground rules, however, may result in the revocation of credentials (and/or termination of embed). News media personnel must carry and support any personal and professional gear they take with them, including protective cases for equipment, batteries, cables, converters, etc. Media members should be physically fit and prepared to withstand the rigorous conditions required to operate with deployed forces.

- a. Commanders will assign a military representative to all embedded media. Embedded media are not authorized to travel from one command to another without a designated military representative.
- b. All interviews with service members will be on the record. Security at the interview source is the policy. Interviews with pilots and aircrew members are authorized upon completion of missions; however, release of information must conform to media ground rules.
- c. Print or broadcast stories will be datelined according to local ground rules. Local ground rules will be coordinated through command channels with USCENTCOM.
- d. If, in the opinion of the commander, a media representative is unable to withstand the rigorous conditions required to operate with the forward deployed forces, the commander or his/her representative may limit the representatives' participation with operational forces to ensure unit safety, and inform OASD-PA, via the PA chain of command as soon as possible. Gender will not be an excluding factor under any circumstance.
- e. Media will not carry personal weapons.
- f. If pooling is implemented, pool products will be made available to all accredited media (U.S. and others) on an

equitable, no-fee basis. Media pool coordinators and bureau chiefs will be responsible for distributing media pool products.

g. Media representatives will be reminded of the sensitivity of using names of individual casualties, or photographs they may have taken which clearly identify casualties, until after notification of the next of kin. Photography from a respectful distance or from angles at which a casualty cannot be identified is permissible.

h. Media visits to medical facilities will be in accordance with applicable regulations, standing operating procedures, Operations Orders and instructions by attending physicians. If approved, service or medical facility PA personnel must escort media at all times.

(1) Media coverage of wounded, injured, and ill personnel. The following procedures and policies apply both in and out of theater:

(a) Media representatives will be reminded of the sensitivity of using names of individual casualties or photographs they may have taken that clearly identify casualties until after notification of the next of kin and released by OASD-PA.

(b) Casualties may be covered by embedded media as long as the service member's identity and unit identification is protected from disclosure for 72 hours or upon verification of next of kin notification, whichever is first. **WHEN THE UNIT BEING COVERED IS COMPANY-SIZED OR SMALLER, ITS CASUALTIES WILL BE INITIALLY REPORTED AS MEMBERS OF THE CORRESPONDING BATTALION/REGIMENT OR GROUP/AIRCRAFT WING IN ORDER TO LESSEN THE RISK OF UNOFFICIAL NOTIFICATION AND HEIGHTENED STRESS OF FAMILY MEMBERS.** Identification of service members' MSC, is allowed prior to next of kin notification.

(c) Media visits to medical facilities will be in accordance with applicable regulations, standard operating procedures, operations orders and instructions by attending physicians. If approved, service or medical facility personnel must escort media at all times.

(d) The governing concerns about news media coverage of wounded, injured, and ill personnel in medical treatment facilities or other casualty collection, or treatment locations are patient welfare, patient privacy, and next of kin/family considerations.

(e) Reporters may visit those areas designated by the facility commander, but will not be allowed in operating rooms during operating procedures.

(f) Permission to interview or photograph a patient will be granted only with the consent of the attending physician or facility commander and with the patient's informed consent, witnessed by the escort.

(g) "Informed consent" refers to the level of understanding that the patient has regarding the fact that his or her picture and comments are being collected for news media purposes. The patient must be informed that their likeness and comments may appear nationwide in news media reports.

(h) The attending physician should advise the service member whether or not next of kin have been notified.

i. Light discipline restrictions will be followed. No visible light source, including flash or television lights, flash cameras will be used when operating with forces at night unless specifically approved by the on-scene commander.

j. Embargoes may be imposed to protect operational security. Embargoes will only be used for operational security and will be lifted as soon as the operational security issue has passed.

k. The following categories of information are not releasable since its publication or broadcast could jeopardize operations and endanger lives.

(1) Specific number of troops in units below Corps/MEF level.

(2) Specific number of aircraft in units below Wing level.

(3) Specific numbers regarding other equipment or critical supplies (e.g. artillery, tanks, landing craft, radars, trucks, water, etc.).

(4) Specific numbers of ships in units below the carrier battle group level.

(5) Names of military installations or specific geographic locations of military units in the USCENTCOM area of responsibility, unless specifically released by the Department of Defense or authorized by the USCENTCOM commander. News and imagery products that identify or include identifiable features of these locations are not authorized for release.

(6) Information regarding future operations.

(7) Information regarding force protection measures at military installations or encampments. (Except those which are visible or readily apparent).

(8) Photography that would show level of security at military installations or encampments, especially aerial and satellite photography.

- (9) Details concerning rules of engagement.
- (10) Information on intelligence collection activities that would compromise tactics, techniques or procedures.
- (11) Extra precautions in reporting will be required at the commencement of an operation to maximize surprise. Live broadcasts from airfields, on the ground or afloat, by embedded media are prohibited until after the safe passage of the initial strike package or until authorized by the unit commander.
- (12) During an operation, specific information on friendly force troop movements, tactical deployments, and dispositions that would jeopardize operational security or lives. Information on on-going engagements will not be released unless authorized release by the on-scene commander. Media must request authorization to transmit live reports during operations against anti-coalition forces.
- (13) Information on special operations units, unique operations methodology or tactics, for example, air operations, angles of attack, and speeds; naval tactical or evasive maneuvers, etc. General terms such as "low" or "fast" are acceptable and may be used.
- (14) Information on effectiveness of enemy electronic warfare.
- (15) Information identifying postponed or canceled operations.
- (16) Information on missing or downed aircraft or missing vessels while search and rescue and recovery operations are planned or underway.
- (17) Information on effectiveness of enemy camouflage, cover, deception, targeting, direct and indirect fire, intelligence collection, or security measures.
- (18) No photographs or other visual media showing an enemy prisoner of war or detainee's recognizable face, nametag or other identifying feature or item may be taken. Photography from a respectful distance or from angles at which an EPW or detainee cannot be identified is permissible when combatants are taken into custody; however, EPWs or detainees at an EPW facility will not be photographed or filmed.
- (19) Still or video imagery of custody operations or interviews with persons under custody.

1. The following categories of information are releasable.

- (1) Arrival of U.S. military units in the USCENTCOM area of responsibility when officially announced. Mode of travel (sea or air), date of departure, and home station.

- (2) Approximate friendly force strength figures.
- (3) Approximate friendly casualty figures by service. Embedded media may, within OPSEC limits, confirm unit casualty figures they have witnessed.
- (4) Confirmed figures of enemy personnel detained or captured.
- (5) Size of friendly force participating in an action or operation will be disclosed using general terms such as "multi-battalion." Specific force or unit identification may be released when it no longer warrants security protection.
- (6) Information and location of military targets and objectives previously under attack.
- (7) Generic description of origin of air operations, such as "land-based."
- (8) Date, time or locations of previous conventional military missions and actions as well as mission results are releasable only if described in general terms.
- (9) Types of ordnance expended in general terms.
- (10) Number of aerial combat or reconnaissance missions or sorties flown in USCENTCOM's area of operation.
- (11) Type of forces involved (e.g., air defense, infantry, armor, Marines).
- (12) Allied participation by type of operation (ships, aircraft, ground units, etc.) after approval of allied unit commander.
- (13) Operation code names.
- (14) Names and hometowns of U.S. military units.
- (15) Service members' names and home towns, with the individuals' consent.

Enclosure C

INFORMED CONSENT STATEMENT

1. I recognize that covering combat and other military operations carries with it certain inherent risks to life, limb, and equipment.
2. I recognize that the US military, in pursuing the successful accomplishment of its mission, cannot guarantee my personal safety or the safety of my equipment.
3. I understand that my acknowledgement to this statement is a condition of being credentialed to cover US military operations and receiving assistance for that coverage.

Signature

Date

Printed Name, affiliate, address & phone number

Witness Signature

Date

Witness Printed Name, Rank & Organization

Enclosure D

AGREEMENT TO REIMBURSE THE U.S. GOVERNMENT

1. I understand that covering combat and other military operations may require that I be provided certain items not locally available or convenient due to combat conditions. These items may include, but are not limited to, meals and air travel into and within the theater of operations.

2. I agree to reimburse the US Government for any items it may provide me while I am in the I MEF Area of Operations.

3. I understand that my agreement to this statement is a condition of being credentialed to cover US military operations and receiving assistance for that coverage.

Signature

Date

Printed Name, affiliate, address & phone number

Witness Signature

Date

Witness Printed Name, Rank & Organization

Enclosure E

RECOMMENDED GEAR

1. Media will be responsible for procuring/using protective equipment, such as Kevlar helmets and flak vests. Personal protective gear, as well as clothing, should be subdued in color and appearance. Because of the reduced threat environment, Nuclear, Biological, Chemical (NBC) gear is not required.

2. When purchasing gear, please consider the wide range of temperatures prevalent on an average day in the desert; it is best to dress in layers. For cold-weather gear, consider bringing clothing made out of polypropylene versus cotton and clothes that have wind-resistant or moisture-wicking features.

3. News media personnel must carry and support any personal and professional gear they take with them, including protective cases for equipment, batteries, cables, converters, etc.

3. Listed below are recommended items for media embeds. Items with asterisks are required.

ITEMS	QUANTITY
cushion sole socks	5 pair
trousers	4 pair
blouses	4
underwear	5
boots/sturdy shoes	2 pair
laundry detergent powder	1
foot powder	1
Hygiene gear/Rx medications	
Passport	1
*Flak vest	1
*Kevlar helmet	1
Goggles/100% UV sunglasses	1
*Camelbak or 2 canteens	1
Small first aid kit	1
ISO mat or ThermaRest mattress	1
*Ear plugs w/case	2 pair
Sunscreen	1
*Sleeping bag	1
Rain/wind resistant Jacket	1
Cold-weather fleece	1
Cold-weather hat	1
Long underwear (top)	1
Long underwear (bottom)	1
Flashlight w/batteries	1
Eyeglasses	1 pair if required
Insect propellant w/DEET	1
Chapstick	3
Sandstorm face protection (scarf)	1
Backpack/daypack	1

4. This is not an all-encompassing list. Individual gear lists should be based on personal experience with activities in a prolonged outdoor environment. Feel free to consult with Marines to help gauge appropriate gear.

5. PROHIBITED ARTICLES.

- (a) Any controlled substances or alcoholic beverages.
- (b) Destructive devices (explosives caps, tear gases, projectiles, etc.)
- (c) Explosives and flammables (i.e. heat tabs, sterno, etc.)
- (d) White phosphorus matches.
- (e) Pornographic material. These include, but are not limited to sports, fitness, health or entertainment magazines that would contain pictures or persons in any stages of nudity, persons in swimming apparel, tank tops, various types of revealing athletic apparel, and other types of revealing clothes.
- (f) Prohibited prescription drugs. Must be in original labeled container and not loose. Should be in hygiene kit.

Enclosure F

RECOMMENDED VACCINATIONS

1. Media organizations should ensure that media are properly immunized before embedding with units. The Centers for Disease control (CDC) recommended immunizations for deployment to the Middle East include Hepatitis A, Hepatitis B, Rabies, Tetanus-diphtheria, and Typhoid. The CDC recommends Meningococcal immunizations for visitors to Mecca. If traveling to certain areas in the CENTCOM area of responsibility, the CDC recommends taking prescription antimalarial drugs. For more health information for travelers to the Middle East, please visit the CDC web site at <http://www.cdc.gov/travel/mideast.htm>.